**YES ON 56 – REBUTTAL ARGUMENT**

VOTE YES ON 56: SAVE LIVES. PROTECT KIDS. REDUCE THE HARMFUL COSTS OF TOBACCO.

Tobacco is still a DEADLY and COSTLY problem.

- Every year, 40,000 Californians die from tobacco-related diseases.

- This year alone, 16,800 California kids will start smoking.

- Each year, California taxpayers pay $3.58 Billion for tobacco-related healthcare costs. That's $413 per family every year, whether you smoke or not.

"Prop 56 pays for SMOKING PREVENTION so kids don't get addicted."

– Matthew L. Myers, President, Campaign for Tobacco-Free Kids

PROP 56 WORKS LIKE A USER FEE: SMOKERS WILL HELP PAY THEIR FAIR SHARE OF HEALTH CARE COSTS

Under Prop 56, tobacco users pay to help offset the $3.58 billion in tobacco-related healthcare costs taxpayers pay every year.

Prop 56 has strong accountability and transparency protections, including strict caps on overhead, ensuring politicians can't divert money for their own personal agendas.

Under Prop 56, if you don't use tobacco, you don't pay.

This is about FAIRNESS. It's time for tobacco users to help pay for their healthcare costs instead of leaving it to taxpayers to foot the bill.

DON'T BUY BIG TOBACCO'S LIES: PROP 56 DOESN'T TAKE A DIME FROM SCHOOLS

**SUBJECT TO COURT
ORDERED CHANGES**

Tobacco corporations have LIED for years about the dangers of tobacco. Now they are spending tens of millions lying so they can keep getting our children and grandchildren hooked – and protect their bottom line.

"We have carefully vetted Prop 56. It protects school funding while helping to keep our kids from getting hooked on deadly, addictive tobacco."

– Chris Ungar, President, California School Boards Association

VOTE YES ON 56.

**Stuart Cohen, MD, MPH, District Chair**

American Academy of Pediatrics, California

**Lori G. Bremner, California Grassroots Director**

American Cancer Society Cancer Action Network

**Alex M. Johnson, Executive Director**

Children's Defense Fund - California

**SUBJECT TO COURT
ORDERED CHANGES**